



## PRESS RELEASE

### **2022 Earth Day: Growens launches “One Tree, One Customer”**

***With this new environmental sustainability initiative, Growens commits to planting a tree for every new customer who chooses the services provided by the Group's Business Units***

Milan, 22 April, 2022 – **Growens** (ticker GROW), a company admitted to trading on Euronext Growth Milan and operating in the cloud marketing technologies sector, announces today - on the occasion of the 2022 edition of Earth Day - the launch of "One Tree, One Customer", the sustainability initiative that entails planting a tree for every new customer of the five Business Units that make up the Group.

Carried out in collaboration with Tree-Nation and in line with the comprehensive and strategic ESG approach adopted by Growens, the project aims to proactively contribute to the well-being of the planet. Growens has a history of collaborating with associations for planting trees - with the creation of the Growens forest - and has recently certified the carbon neutrality of the [growens.io](https://growens.io) website. Today, Growens reinforces its commitment towards the environment with the aim of becoming not only carbon neutral - i.e. offsetting its CO2 emissions - but climate positive, i.e. generating a positive impact on the planet.

Practically speaking, the mechanism underlying the "One Tree, One Customer" project is very simple. Upon subscription to any of the services or products offered by the Growens business units, new customers receive an e-mail invitation to plant their tree, complete with its exact position and species for full transparency.

The trees planted will help the expansion of the Growens forest, a project started in 2007 and constantly expanding over the years thanks to a number of partnerships with certified international associations such as Lifegate, Treedom and, more recently, Tree-Nation. Since the beginning of 2021, Growens has planted over 1,700 trees, mainly located in Kenya and Nepal, and offset almost 600 tons of CO2. The forest and its impact are visible and updated in real time at the web page [tree-nation.com/profile/growens](https://tree-nation.com/profile/growens).

*"Growens strongly believes in social responsibility and every day acts for a better environment - commented Nazzareno Gorni, CEO and founder of Growens. "Energy saving, resource*

*optimization and offsetting emissions harmful to our planet are an integral part of Growens' culture and business ethics, also through the internal promotion a culture of responsible use of environmental resources, attention to recycling and proper waste disposal. With the 'One Tree, One Customer' initiative, we expand this commitment to the network of our customers, so that we can aim not only at carbon neutrality, but also at making Growens climate positive”.*

The "One Tree, One Customer" initiative is part of Growens' sustainability strategy, as reported by the Group in the third edition of the Sustainability Report, published together with the FY2021 financial results. Drawn up by Growens on a voluntary basis, the Sustainability Report was designed to communicate in a transparent and consistent manner to all Stakeholders the values, strategies and performances directly linked to the Group's economic, social and environmental impacts, summarized in the acronym ESG (environmental, social and governance).

The Sustainability Report for the year 2021 can be consulted at the following link: [www.growens.io/en/sustainability](http://www.growens.io/en/sustainability). In the course of 2022, the definition of the sustainability plan for the three-year period 2023-2026 is expected, which will provide the Growens group with the objectives and strategic drivers in the context of environmental, social and governance sustainability.



**Growens (GROW)** is a vertically integrated player in the field of Cloud Marketing Technologies, with a combined SaaS and CPaaS offer. Its growing suite of data-driven solutions allows SMEs and large corporations globally to master the evolving ways of communicating with customers. Starting from the parent company, which includes the MailUp business unit (Email marketing technology), the group boasts a steady growth path both organically and through acquisitions: Acumbamail (Spanish and LatAm markets), Agile Telecom (wholesale SMS market) and Datatrics (artificial intelligence). The brand portfolio is completed by BEE, an email editor launched in 2017 as a complementary business line, already covering thousands of customers worldwide. Today, Growens is a leading European player in the field of Cloud Marketing Technologies, serving ca. 26,000+ customers in 100+ countries.

The company is admitted to trading on the Euronext Growth Milan (EGM) market managed by the Italian Stock Exchange, with a free float of ca. 37%.

ISIN IT0005040354 - Reuters: GROW.MI - Bloomberg: GROW IM

Media & Guidelines: <https://growens.io/en/media-guidelines>

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